

MEMORANDUM

To: Larry M. Spring, Jr., CRA Executive Director

From: Alberto Destrade, Purchasing Director 

Date: December 6, 2018

RE: Recommended Approval of Purchase Order Issuance to Ring, Inc.

RECOMMENDATION

Staff is requesting authorization to issue a purchase order to Ring, Inc. (Ring), for the purchase of sixty-three (63) Ring Doorbell V2 units, along with a one-year cloud video storage plan for each one, for a not-to-exceed amount of **\$10,039.05** (see attached quote).

BACKGROUND

As part of the North Miami Police Department's (NMPD) ongoing effort to enhance the safety and protection of the residents of our community, NMPD entered into a letter agreement with Ring on April 20, 2018, whereby Ring donated 30 doorbell cameras to the department to utilize as part of its outreach and crime prevention efforts in the community (see attached letter). NMPD now wishes to expand this pilot program by adding an additional seventy-three (73) doorbell units for distribution to residents of our community, by purchasing sixty-three (63) of these units and an additional ten (10) units to be donated by Ring.

A recent trend throughout many communities is the use of remote video systems that alert homeowners to persons knocking on their doors or entering their yards. Homeowners can then see and speak to whoever is there via their mobile device to give the illusion that they're home even when they're not. In particular, the Ring doorbell video program has developed an interactive concept that distinguishes it from other products in the market place by linking neighbor to neighbor and entire neighborhoods to police departments, with the permission of each user, and includes the following features:

- The Ring App with the Neighbors feature and the stand-alone Neighbors App, coupled with the Neighbors Law Enforcement Portal, which NMPD has partnered with, allows participating residents to share their "doorbell" or home security videos with each other and with the police department.
- The app also allows neighborhood communities to share videos captured through their surveillance systems by uploading the video to the Ring Neighbors platform and also by granting others, such as the police department, permission to view their surveillance videos for investigative use.
- These multi-media sharing and real-time alerts available through the Ring Neighbors platform shall serve to support law enforcement operations and improve community awareness and safety.

MEMORANDUM

- Specifically, the Ring Video Doorbell-2 model being offered directly by the manufacturer, will allow the NMPD to distribute and install them into the community with ease and no risk, and at a discounted price of \$129.35 per unit (these models typically sell for approximately \$199.00 on sites such as Amazon).
- Also included in Ring's quote is a video cloud storage plan which allows participants access and full control over recorded events, even sharing them at a future time, if need be, directly from the mobile app or web portal.
- Lastly, Ring also guarantees replacement of any Ring doorbell stolen from participants, so long as it's accompanied by a police report.

Given the unique features of the Ring program and the NMPD's participation in Ring Neighbor's Law Enforcement Portal, I recommend approval and issuance of a purchase order to Ring for the purchase of sixty-three (63) Ring Video Doorbell-2 models, each with a one-year cloud video storage plan, and acceptance of ten (10) additional models donated by Ring for a not-to-exceed total of **\$10,039.05**.

FUNDING

This purchase is being funded by the North Miami Community Redevelopment Agency.

ATTACHMENTS:

Letter Agreement – NMPD and Ring, Inc.
Quote for Ring Video Doorbell-2 Units

Recommended Vendor:

Ring, Inc.

Purchase Order Amount:

Not-To-Exceed \$10,039.05

Approved:


Larry M. Spring, Jr., Executive Director

Date:

12/10/18

Ring, Inc

1523 26th Street
Santa Monica, CA 90404
Phone: 1 (800) 656-1918
Website: www.ring.com

ring

INVOICE #	NH-NMPD-6118
CUSTOMER NAME	North Miami PD

Ship to :

INVOICE

If prepared by check, make all checks payable to
Ring Inc.

If you have any other inquiries, please contact purchasing@ring.com
Thank You For Your Business



April 19th, 2018

Ring wants to help reduce crime and increase safety in North Miami

Ring is excited to propose a solution to the North Miami PD (Agency) to help reduce crime and assist with investigations in your community.

Program Description

This program will provide North Miami PD access to the Ring Neighborhoods platform to communicate with Ring Neighbors, view Neighbor supplied video, determine general camera density/location and encourage community engagement as we work together to make North Miami neighborhoods safer.

- The Ring Neighborhoods platform is a digital neighborhood watch that both law enforcement and the public can access free of charge by downloading the Ring mobile app (iOS and Android).
- The app allows Ring Neighbors to share and comment on real time crime and safety events in their neighborhood. There are already thousands of residents in the area using the app.
- As part of the program, North Miami PD may:
 - Utilize the critical crime and safety events that are posted in the app by neighbors to assist in law enforcement operations and investigations; and
 - Post information relating to critical incidents and other incidents in the app to keep neighbors informed regarding issues in their neighborhoods.

Responsibilities

Ring Will:

- Make the Ring app available to North Miami residents free of charge.
- Donate Ring cameras to North Miami PD or area of North Miami based on the number of qualifying downloads of the app that result from the program. Each qualifying download will count as \$10 towards these free Ring cameras. Ring will seed the program with an initial donation of 30 Ring cameras.
- Make the Ring Neighborhoods portal available to North Miami PD, free of charge, including support and training for North Miami PD employees.
- Work with North Miami PD to obtain North Miami PD data/call logs and publish the relevant incidents in the app based on terms agreed with North Miami PD.

North Miami PD will:

- o Engage the North Miami community with outreach efforts on the platform to encourage adoption of the platform/app.
- o Choose how the free Ring cameras should be distributed. There are two options.
 - Cameras will be donated directly to North Miami PD. North Miami PD will in turn distribute these cameras to the community as part of its outreach programs.
 - Ring will directly distribute these cameras to the local community, with input from North Miami PD.
- o Maintain appropriate access controls for North Miami PD personnel to use the Ring Neighborhood Police portal.
- o Make data related to North Miami PD incidents/call logs available to Ring on a mutually agreed upon basis.

Term

North Miami PD's participation in the program shall commence upon North Miami PD's acceptance of these program terms. Either party may terminate North Miami PD's participation in the program at any time upon providing written notice to the other party. The Ring Neighborhoods Portal will be available to North Miami PD by May 30th.

Press Release

The parties shall agree to a joint press release to be mutually agreed upon by the parties.

Privacy and Terms of Use

Ring will not provide any customer personal information, including video footage, to North Miami PD without the prior consent of the owner. North Miami PD agrees not to use the Ring Neighborhoods Police Portal other than as expressly authorized by Ring and other than in connection with bona fide North Miami PD work. Ring's terms of service and privacy notice, as posted on Ring.com, shall apply to all uses of the Ring app and Neighborhoods Police Portal.

Compensation

At no point shall either party receive compensation from each other as a result of this program.

RING, INC.

4-20-18

Date

By:

Steve Sebestyen

Name: Steve Sebestyen

1523 26th St, Santa Monica, CA 90404 Title: Head of Business Development

Address

North Miami PD

John M. Hwang
Program Sponsor

4/20/19

Date

CHIEF OF POLICE

Title

Video
Wireless



Camera & **Doorbell** to Monitor Front Door, 1920 x 1080 Resolution, Night Vision Functionality, 160° Field of View, Motion ...
Ring · Ring Video Doorbell · Ring Video Doorbell 2 · Residential · Video

Seller

B&H Photo-Video-Audio
Bed Bath & Beyond
Best Buy
BrandsMart USA
Discount Home Auto...
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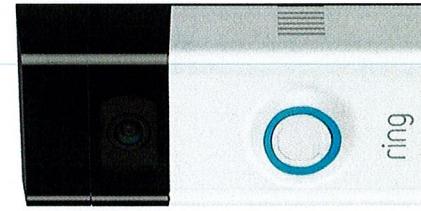
Ring - Video Doorbell Pro and Chime Pro Bundle

\$199.99 from 10+ stores

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